

2022-04-04 14:00:00

Add an Advertisement

Advertisement:

When did it Run?

--

Until when?

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Type:

▼

City:

State:

▼

Add

Close

Fig 1

External Media						<input checked="" type="checkbox"/>
	Advertisement	Type	Date/Time	expires [Date + Time]	City	State
▶	WPIX	TV	9/27/89 5:55am	1/1/02	bklyn	NY
	Wabc	TV	9/14/00 3:45pm	9/14/01 3:45pm	bklyn	NY
	wfan	RADIO	9/5/01 2:00pm	9/7/01 2pm	NYC	NY
	Wabc	television	9/5/01 4:00pm	9/7/01 11:59pm	MIAMI	FL
	WKRU	RADIO	9/5/01 8pm	9/7/01 8pm	LA	CA
	Boston Herald	Newspaper	9/6/01 6am	9/11/01 4pm	BOSTON	MA
	New York Times	Newspaper	12/20/01 6am	9/28/01 12:05pm		NY
	Boston Globe	Newspaper	10/31/01 11am	11/2/01 11am	BOSTON	MA
	Newsday	Newspaper	10/15/01	10/15/01	NEW YORK	NY

Add
Delete
Refresh
Close

Figure 2

IP Information

IP Address:

Clicked:

City:

State:

⏮

⏪

Record: _

⏩

⏭

Add

Delete

Close

Fig 3

Advertisement Hit Detailed Report

<i>Boston Globe</i>		Newspaper	10/31/01 11:00:00 AM
<i>City</i>	<i>State</i>	<i>Time Clicked</i>	<i>IP Address</i>
Boston	MA	11/1/01 9:00:00 AM	101.957.03
<i>Hits:</i>		1	

<i>Boston Herald</i>		newspaper	9/6/01 6:00:00 AM
<i>City</i>	<i>State</i>	<i>Time Clicked</i>	<i>IP Address</i>
Boston	MA	9/6/01 10:00:00 AM	255.76.35.120
Boston	MA	9/10/01 8:45:00 PM	201.22.25.01
<i>Hits:</i>		2	

<i>Wabc</i>		tv	9/14/00 3:45:00 PM
<i>City</i>	<i>State</i>	<i>Time Clicked</i>	<i>IP Address</i>
Albany	NY	9/5/01 1:00:00 PM	232.12.42.05
<i>Hits:</i>		1	

<i>wfan</i>		radio	9/5/01 2:00:00 PM
<i>City</i>	<i>State</i>	<i>Time Clicked</i>	<i>IP Address</i>
NYC	NY	9/5/01 3:30:00 PM	255.78.20.24
<i>Hits:</i>		1	

Total Advertising Hits: 5

Figure 4

Hits Unaccounted for

<i>City</i>	<i>State</i>	<i>IpAddress</i>	<i>Date/Time Clicked</i>
Boston	MA	214.25.26.40	9/12/01 5:30:00 PM
	AL	21.21.21.21	9/2/01 9:00:00 AM

Figure 5